

Bognor Regis Business Improvement District



BOGNOR REGIS

Final Business Plan 2018 – 2023

For all National Non-Domestic Rate payers and wider stakeholders in the Bognor Regis Town Centre area

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Foreword

This BID Business Plan is for all businesses, agencies or other organisations that normally pay National Non-Domestic Rates (NNDR), commonly known as Business Rates, on properties within Bognor Regis Town Centre and who would benefit from the establishment of a Business Improvement District (BID). It is also intended for those organisations that may wish to make voluntary contributions towards the activities of the proposed Business Improvement District.

This Business Plan has been prepared by Bognor Regis Town Centre Management, on behalf of local businesses. It summarises the proposals for the first term of the Bognor Regis Business Improvement District, which, if successful at a formal ballot, would run from 1st April 2018 to 31st March 2023.

Executive Summary

A Business Improvement District (BID) is a precisely defined geographical area of a town, city or any other commercial district where ratepayers have voted in a formal ballot to invest collectively in the local improvements defined by those ratepayers in addition to those already delivered by the Local Authority and other statutory bodies. A BID is run by businesses for businesses.

Introduction from Bognor Regis Traders' Association

It is a bit of celebration that we have reached this point from a Town Team to the cusp of being BID. This BID Business Plan is an invitation to businesses to help our beautiful seaside town to be even better. Bognor Regis is a town that has so much potential and it is time that potential is realised, building on recent improvements and reversing decades of decline.

The town is on the up and the BID can keep this momentum going. If businesses work together in partnership with other stakeholders to deliver the BID, Bognor Regis can become a more thriving, vibrant and exciting town centre.

The town has the basic ingredients of a great shopping environment, great attractions and a welcoming, clean and safe environment, but this can be improved to encourage more visitors to come and explore the town. Not many towns can boast a Seaside Award-winning beach literally a stone's throw from the centre!

We have listened to what you have told us is important for your business, and created this full Business Plan and a summarised BID Proposal from your ideas. The priorities that businesses have identified to create a better trading environment are:

- *Promote a positive image of Bognor Regis*
- *Reduce crime and anti-social behaviour*
- *Stimulate the evening and night time economy*
- *Focus on parking*

Chris Heaps, Heaps of PCs and Chairman of the Bognor Regis Traders' Association

This is a very exciting time for Bognor Regis with so much development taking place in and around the town centre, with Sainsbury's, M&S, Next and Rolls Royce Motorcars recently choosing to locate in the wider town. New businesses in the town centre have opened such as Mountain Warehouse, Sports Direct, CEX and many independent retailers such as the award-winning Tonsorial Parlor. The public realm has vastly improved with new paving, street furniture and lighting creating a higher quality public environment and making the town safer and more welcoming for pedestrians.

The enhanced public realm and work of Town Centre Management has generated an estimated £3M of private sector investment, upgrading the external appearance of shops, also the quality of internal fittings and offer. Shop fronts are cleaner and have more appealing window displays, indicating more pride in the town's businesses. Major innovative events have been held in the new precinct, prompting record turnover with businesses, with high quality Food and Craft markets as well as the unique Aerial Birdman event drawing new people into the town. Free award-winning customer service training was provided for retailers as well digital skills training. Footfall and the numbers of people coming into can now be measured showing a weekly average of 94,000¹ counted people walking through London Road, whilst overall there is an average of 9,800 per day and 68,600² non-local visitors (irregular/regional/tourism) per week.

The BID will continue to raise the profile of Bognor Regis and attract new visitors from inside our normal catchment, whilst promoting the town further afield, particularly regionally and areas within an hour's drive from Bognor Regis. Bognor Regis aspires to be a place where people want to work, live and conduct business. The objectives of the BID will complement the work that is already being undertaken by town, district and county councils on improving the public infrastructure and promoting inward investment into the town. The continuation of Town Centre Management in the form of the BID is the next step to carry on this vital work and take the town centre to the next level.

To establish a BID, all eligible business rate payers have a formal vote to decide if it is right for them. The Local Authority, Arun District Council, is the ballot holder and will manage the voting process. The ballot will be conducted entirely by post by the Independent Scrutineer, Electoral Reform Services. Ballot Papers will be sent to those eligible to vote on Monday 5th June 2017 for return to them by no later than 5pm on Monday 3rd July 2017 (the "day of the ballot").

¹ Based on 2015/16 weekly totals of people walking a past a Springboard sensor camera

² Based on 2016/17 mobile phone signal monitoring since installation provided by Noggin

If the Vote is YES the BID term will start on 1st April 2018 and will continue for a period of 5 years. The BID levy will appear on the Non-Domestic Rates bill and will be collected by Arun District Council, and then transferred to the Bognor Regis BID Company.

A YES vote is measured by:

- 1) A majority of those voting must vote in favour
- 2) Those voting in favour must represent a greater total rateable value than those voting against

A 1.5% BID levy on every eligible business in the core retail and commercial areas whose Rateable Value is £6,000 or more will generate about £142,000 each year based on the Rateable Value of properties as at 1st April 2017. This will be spent specifically within the BID area on the priorities identified by the businesses. The BID will operate for 5 years and at the end of this period, a re-ballot can take place if the business community wish to continue as a Business Improvement District.

The key objectives identified by businesses through consultation are:

1. A well-known town centre: To help improve the perception and image of Bognor Regis
2. A welcoming town centre: To help reduce crime and anti-social behaviour
3. An active town centre at night: To help stimulate the evening & night time economy
4. Better parking: To make it easier for visitors and staff to park in town

Section 1: Introduction

1.1 Town Centre Management

Bognor Regis Town Centre Management (BRTCM) is the BID proposer and will lead on the development of the BID. Town Centre Management was introduced into Bognor Regis in May 2014. BRTCM was originally set up as a partnership consisting of University of Chichester, Bognor Regis Traders' Association, Bognor Regis Town Council, Butlin's, Arun District Council and Bognor Regis Chamber of Commerce.

BRTCM is currently an unincorporated partnership with clear terms of reference. It was established following recommendations from Bognor Regis Regeneration Board which brings together leading representatives from the key public, private and community stakeholders in Bognor Regis. They recognised that only a collective and cohesive approach would generate and secure the economic benefits sought by those who live and work in the town.

The BRTCM partnership has created an extremely strong foundation on which significant investment and growth has already been initiated, demonstrating how the town's stakeholders have been prepared to use their own resources and skills to progress their vision. This has generated predominantly private sector investment, without the traditional reliance on external and public funding support.

1.2 Bognor Regis BID Shadow Board

As part of the process of developing the BID, local businesses have formed a BID Shadow Board of business representatives which is working with BRTCM to support the development of the BID. The make-up of the BID Shadow Board is shown below.

Business /Organisation	Category
Bognor Regis Traders' Association	Business Representative
Chamber of Commerce	Business Representative
William Hardwicke	Food & drink
University of Chichester	Independent
Reynolds	Independent Retail
Condor Blinds	Independent Retail
Unique Workwear	Independent Retail
Butlin's	Leisure& tourism
Dream Fitness	Leisure, culture & tourism
Boots	Multi National Retail
Wilkinsons	Multi National Retail
Morrisons	Multi National Retail
Vacant	Observer Representative
Bognor Regis Town Council	Public Sector
Arun District Council	Public sector

Bognor Regis Regeneration Board	Public/Private Partnership
Vacant	Non Levy Paying/Voluntary Contribution Representative

1.3 Town Centre Management Progress to date

This is a very exciting time for Bognor Regis with so much development taking place in and around the town centre. The public realm has vastly improved with over £2.8M of upgrades in new paving, street furniture and lighting creating a higher quality public environment and making the town safer and more welcoming for pedestrians. The enhanced public realm has generated an estimated £3M of private sector investment, upgrading the external appearance of shops and the quality of internal fittings and offer. Shop fronts are cleaner and more presentable, indicating more pride in the town's businesses.

There has been a reduction in the number of empty properties with a current vacancy rate of 8.7% (23 properties) from a high of 14% (35 properties) in 2012. New businesses in the town centre include Mountain Warehouse, Sports Direct, CEX and many independent retailers such as the award-winning Tonsorial Parlor.

Major innovative events, organised by Town Centre Management have been held in the new London Road precinct, prompting record turnover with businesses, with high quality Food and Craft markets as well as the unique Aerial Birdman event drawing new people into the town. Businesses have received training in numerous areas to improve their performance in areas such customer service, digital skills and dementia awareness. These quality events, promotion, marketing and training improved the profile and draw of the town, with more positive stories in the media.

In the wider town, significant strategic investments have taken place with the completion of the Northern Relief Road, M&S, Next, and Rolls Royce Motorcars recently choosing to locate in Bognor Regis. Other recent investments include £50M for Sainsbury's at the LEC Site, at the University of Chichester Bognor Regis Campus £13M for The Dome Business School and new Learning Resource Centre, £29M for the Northern Relief Road and £35M investment for a new Science, Digital and Engineering Institute; £76M invested by Butlin's in three new hotels and attractions, with another £35M committed for the new Aquatic Centre.

Footfall and the numbers of people coming into can now be measured for the first time showing a weekly average of 94,000 counted people walking through London Rd, whilst overall there is an average of 9,800 per day and 68,600 non-local visitors (irregular/regional/tourism) per week.

These are all are very positive steps in improving economic and social activity in the town, and indicates the confidence that both the public and private sector have shown in the town. In that context, it is important that the current

opportunity to keep the momentum going and help regenerate Bognor Regis is grasped and is not lost for another generation.

1.4 Background to Business Improvement Districts

A Business Improvement District (BID) is a precisely defined geographical area of a town, city or any other commercial district where ratepayers have voted to invest collectively in local improvements over and above those already delivered by the local authority and other bodies. A BID must provide additional services.

BIDs have been operating successfully in the USA for over 40 years. BIDs are an exciting means for businesses to work together to improve their local trading environment. A BID allows the businesses to define the services and projects to be implemented near to their premises, which are turned into a Business Plan (i.e. this document).

To establish a BID, all eligible businesses have a formal vote to decide if the Business Plan and BID is right for them. The local authority, in this case Arun District Council, is the ballot holder and manages the voting process.

A YES vote is measured by:

- 1) A majority of those voting must vote in favour
- 2) Those voting in favour must represent a greater total rateable value than those voting against

Income for the BID is raised by means of a supplementary levy on the Rateable Value of properties meeting set criteria within the BID area.

1.5 How would Bognor Regis BID work?

BRTCM is the formal proposer to establish a Business Improvement District.

The Local Authority, Arun District Council, is the ballot holder and will manage the voting process, with the last day for receiving voting papers by 5pm, 3rd July 2017. The ballot will be conducted by Electoral Reform Services Ltd, an independent election organisation.

If the vote is YES, the BID term will start on 1st April 2018 and will continue for a period of 5 years. The BID levy will appear on the Non-Domestic Rates bill and be collected by the Billing Authority (Arun District Council), and transferred to the Bognor Regis BID Company.

Contributions to the BID will be raised by means of a supplementary rate of 1.5p for each £1 of rateable value for any business in the BID area with a rateable value of more than £6,000. It is uneconomic to collect smaller sums than this.

Following a successful vote, a Bognor Regis BID Company will be established by the businesses to manage, operate and deliver services through the BID Company, on behalf of, and for the benefit of business ratepayers in Bognor Regis.

The BID Company would be responsible for BID activities. The principles that will govern the Bognor Regis BID Company are:

- Committed to improving Bognor Regis
- Work in partnership with key stakeholder groups to ensure that Bognor Regis BID works for, and benefits levy paying members
- Publicly accountable - The Company will publish annual accounts, hold annual general meetings and consult with members over BID activities

1.6 Why should Bognor Regis become a Business Improvement District?

Bognor Regis is experiencing competition from neighbouring town centres, out-of-town retail parks, low cost foreign holidays and of course the internet. Visitors and shoppers are looking for more when coming into town, an experience worth having, in a clean safe environment that offers a wide variety of attractions, amenities and shops. Visitors and shoppers have the world of choice at their finger-tips and nearby towns offering similar attractions are just as easy to visit. Furthermore, towns such as Portsmouth, Brighton, Horsham, Chichester, Worthing and Crawley are marketing in Bognor Regis to attract visitors to their towns. Worthing, Brighton, and Chichester have well-established and successful BIDs. Chichester has just renewed its BID for a further five-year term until 2022, and all of these towns will be marketing to attract Bognor Regis visitors to their centres.

Large shopping centres and out of town shopping centres charge a service levy to all their tenants, so monies are available to offer security teams, a clean environment and lots of targeted marketing. Many town centres are struggling to compete with the rapidly changing retail sector and the internet, but BIDs can change this. By establishing a BID in Bognor Regis, additional funds can be generated to help the town to become more attractive and welcoming to visitors and investors.

1.7 How has the Business Plan and its priorities been compiled?

Various consultation and research exercises have been undertaken to establish the businesses' priorities for improvements to the town centre trading environment, and their appetite for a BID. This has been combined with information about changes that the public have said they would like to see in the town centre.

1.7.1 Survey of businesses

During summer 2016, a survey with Bognor Regis town centre businesses was carried out to see if they would support the BID model and identify the priority areas to tackle with the BID levy. The survey was sent to 538 hereditaments (Commercial property where business rates are applied), representing 444 organisations in the wider town centre area. The survey ran from 7th June to 15th July 2016, and 102 responses were received, representing a response rate of 18.8% by hereditament and 23% by organisation. Summary results are below and full survey can be found at www.brbid.co.uk

More than half of survey respondents (55%) felt that a BID is a good idea, with a further quarter (24%) undecided. Just one in eight (13%) did not think it was a good idea.

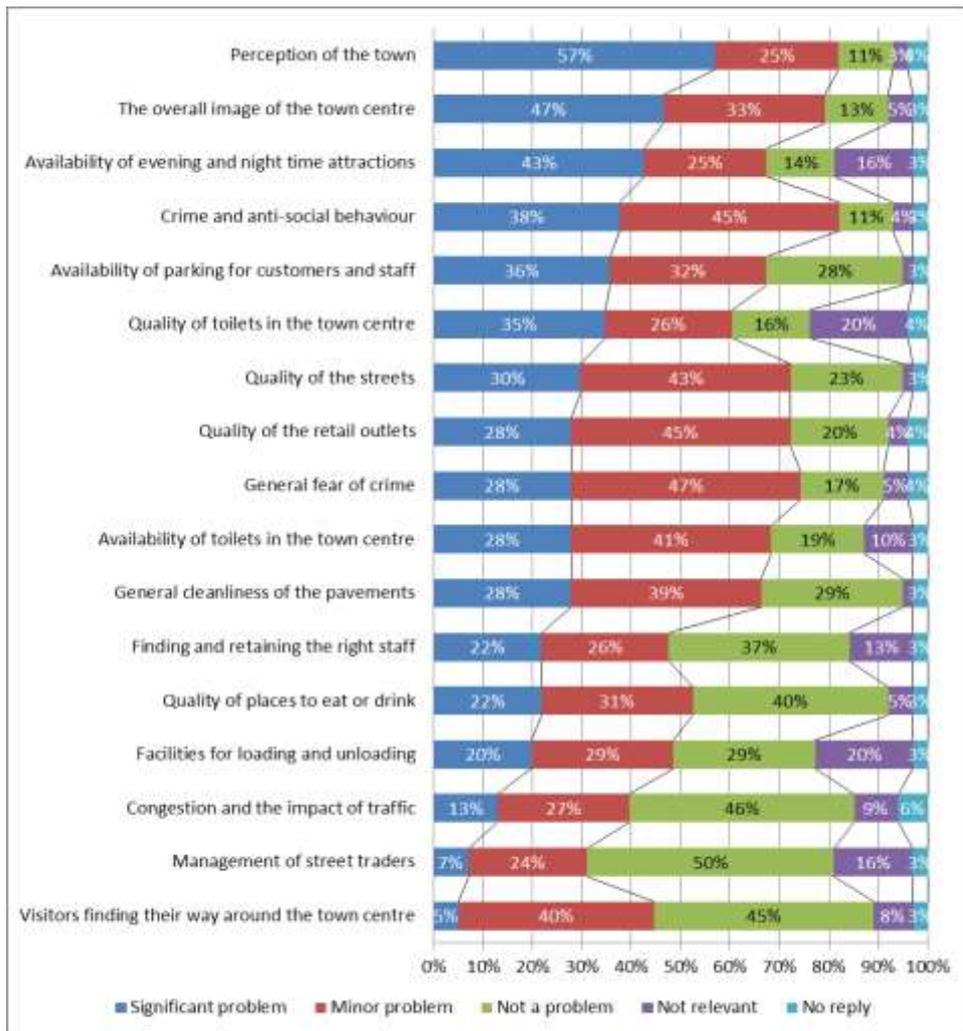
Respondents felt the main problems facing Bognor Regis town centre that a successful BID could look to address were:

- the perception of the town
- the overall image of the town centre
- a lack of evening and night-time attractions
- a perception of crime and anti-social behaviour
- availability of car parking
- quality and availability of public toilets
- cleanliness of pavements
- the quality of retail outlets

More than half of town centre businesses who responded felt 'cheaper parking'; and a 'co-ordinated marketing strategy positively promoting the town centre'; to be improvements that would help "a lot". The next five most popular improvements were: 'special events to attract higher spending customers'; 'more parking'; 'uniformed patrolling service to reduce shoplifting and anti-social behaviour'; 'improvements to public spaces'; and 'improved street cleanliness'.

Asked if there is one specific initiative that would really benefit their business, 'parking' drew the most comment, followed by "events" (again reflected by the survey). Other initiatives mentioned include: tackling crime and anti-social behaviour; staging events around the town to attract customers (especially higher spending ones) and to improve the quality of the retail offering.

The diagram illustrating the answers to the question "How much of a problem do you consider the following to be" is shown below.



The full feasibility survey results are available at www.brbid.co.uk or on request.

1.7.2 Consultation workshops

A series of workshops were conducted with businesses during September/October 2016 to provide the opportunity for them to learn more about BIDs, what the implications are for them and to gather their ideas for inclusion in the Business Plan.

Over 40 people attended and worked through various exercises to paint a picture of what kind of town they would like to see in the future. On the key issues of perception, crime, evening economy and parking they came up with ideas that they wanted to see implemented to tackle them. Below are some of the results from the workshop:

Exercise: Postcard from the future:

Hi, well the advert on the telly said Bognor was "Back in Business" but I hadn't realised just how good it would be! Stayed in a lovely B&B, a short walk from the newly improved High Street which has loads of

excellent shops, including quite a few little independents. Went to the pier which was great and did some sunbathing. Just a lovely place to visit. Phil Barnes, HSBC

*You must come to Bognor Regis; I can hardly believe how much it has changed in the last few years, thanks to the input of local businesses and residents. The town centre and surrounding areas is so well maintained and it is now one whole town instead of “Bits and Pieces” such as Queensway and The Old Town out on a limb. This general improvement has brought more people back into town and well-known brands, visitor numbers are up, Bognor is well and truly up.
Karen Baker – Parsons Sons & Basley*

The ideas and views generated from the workshops have been used to shape this Business Plan.

1.7.3 Public opinion

Surveys, interviews, newspaper articles and social media comments suggest that customers and residents would like to see the following improvements in the town centre:

- Cleaner and safer
- More welcoming
- Better parking
- More cultural, arts and sports activities and events
- More and better restaurants
- A good quality market
- High end fashion outlets

Section 2: What the Bognor Regis BID will do

2.1 The Bognor Regis BID Vision and Objectives

Using the consultation information, and also looking at what is achievable with the level of funding the BID would generate, the Vision and Objectives for the BID were approved by the BRTCM/Shadow BID Board in November 2016. The works or services will all meet one or more of the following agreed vision and objectives:

2.1.1 Vision

To undertake activities that will help to tackle business issues and create a more viable trading environment by working with partners and delivering action.

2.1.2 Objectives:

1. A well-known town centre: To help improve the perception and image of Bognor Regis
2. A welcoming town centre: To help reduce crime and anti-social behaviour
3. An active town centre at night: To help stimulate the evening and night time economy
4. Better parking: To make it easier for visitors and staff to park in town

2.2 Projects and Services Plan

Following the consultation with businesses and an analysis of the key issues and opportunities in the town centre, the priorities for each Objective are set out below.

2.2.1 Objective 1: A well-known town centre: To help improve the perception and image of Bognor Regis

Enhanced communications, marketing, quality promotions and events are what businesses have asked for to help improve the perception and image of Bognor Regis. The aim of this work will be to drive increased footfall and repeat visits, increase dwell time and spend, attract higher-spending visitors to visit the town, and tackle seasonality.

Place Branding

All the evidence is that Bognor Regis is on the up. We must be proud of the best that Bognor Regis currently offers and the work we will be doing to enhance it. It is essential to bring more people on board with this pride and positivity to continue the work that is already taking place, and to communicate this message and engage with local people and the wider public. We cannot control everything, but we can control the messages, pictures and videos we collectively put out.

Retail Offer

Bognor Regis is positioned high in Arun District Council's shopping hierarchy in terms of multiple retailer representation, but considerably below larger neighbouring centres such as Chichester, Worthing, Brighton, Horsham, Havant and Portsmouth in West Sussex and Hampshire. We have significant leakage of comparison goods expenditure to Chichester and Portsmouth.

There has been significant improvement in the reputation of Bognor Regis as a place to do business among major retail operators as evidenced by the arrival of Next, Sainsbury's and M&S Food. This needs to be replicated in an improved offer within the town centre.

We need to make the current offer in the core retail area serving the existing customer base the best it can be. While it is essentially a value shopping offer, what we need to ensure is that this offer is the best quality it can be for the existing shoppers, and aim to attract higher quality businesses to the town. The dichotomy is that there is a mismatch between the current retail and leisure offer and the requirements and desires of the more affluent residents from surrounding villages and increasingly newer town residents who commute out of Bognor Regis for work, shopping and leisure.

This is also true of some visitors, tourists and students; Butlin's change in focus onto mid to high range hotels mean that their client base is increasingly more affluent ABC1 socio-economic groups who spend time off the resort at local attractions like Goodwood and Arundel. The same applies to non-resident workers who commute into Bognor Regis and do not stay in the evening. The challenge for the BID is to stimulate and encourage a mix which:

- Provides for the needs of long-standing local town and village residents, Butlin's visitors and students of all income levels,
- Convinces newer residents that the town centre has something for them in terms of retail, events, leisure, dining and entertainment
- Is attractive enough to make workers in the town centre want to stay on and linger after work
- Attracts people from a wider regional catchment who currently are unaware of what Bognor Regis has to offer and have not visited the town for a long time
- Attracts investment from a wider regional and national catchment
- Helps to reduce the seasonality effect

Events and Entertainment

Providing a town centre experience through good quality events and activities in the town centre using its public spaces, buildings, streets and squares is what sets it apart from the internet and out of town shopping centres experiences. Good quality innovative events also offer the opportunity to attract higher spending visitors into the town for the first time, or to return after a long absence.

Bognor Regis town centre has a limited but vital cultural offer including Bognor Regis Museum, the Picturedrome, the Alexandra Theatre, the Pier, the architectural heritage, ROX Festival, South Downs Folk Festival,

Bognorphenia, the seafront illuminations and many other cultural and sporting events.

These provide glimpses of the wider cultural and creative energy that exists in Bognor Regis. Much more could and should be done to harness this energy and co-ordinate events to make the town centre more attractive to existing and new residents, and to visitors from further afield.

We need to maximise the cultural offering in the town centre and develop an all-year-round annual programme of events, special occasions and markets to raise the quality of the visit, increase visitor numbers, spend and dwell time and begin to change perceptions of the town.

Proposed Actions

BID activity on this objective could include, but is not limited or restricted to:

- Mystery Shopping to baseline current service level and offer
- Marketing to towns within an hour's drive e.g. Horsham, Crawley, etc.
- Town Centre Loyalty scheme
- Public events both large and small
- Work with property owners, agents, local authority to promote the town to branded retailers and restaurateurs to encourage them to locate in town
- Offer individual businesses opportunities to promote themselves e.g. Pocket Guide, Shopping Guide and Food and Drink Guide to promote what is currently available in town.
- Seafront entertainment and star attractions
- Offer a residents' pass/rate to Butlin's or more offers targeted at residents to use Butlin's facilities (bars, restaurants, room hire). This will help to change the perception of the resort for locals who can then feel prouder of the biggest leisure attraction in their town and help spread the word
- Joint business procurement scheme using the collective buying power of businesses to help reduce business costs in order to invest in the business. E.g. advertising, merchant fees, telecoms, utilities, training
- Customer service training
- Utilise empty units – arts exhibitions, photos, museum, pop up shops,
- More use of marketing infrastructure e.g. banners on fly-over and precinct, window vinyls
- Marketing campaigns at places like London Victoria
- Focused social media campaign
- Concentrate on delivering quality events to improve the cultural offer in the town centre; support and piggy back off existing events and bring more activities into the town centre
- Promote the town centre as a family-friendly shopping destination to existing residents, students and Butlin's visitors.
- Targeted promotion of the town to more affluent residents of surrounding villages through strategic events

- Promotion to encourage higher value retailers, restaurants and bars to invest in the town
- Work with tourism and hotel industry to raise the standard of local accommodation and encourage new branded hotels to locate in Bognor Regis
- Carry out promotional activity and publicity stunts
- Work with the current Hemingway Design-led place branding initiative to shift perceptions about the town and change the narrative to promote a positive perception of Bognor Regis
- Use all available communication channels to shift perceptions about Bognor Regis, increasing awareness of the range and the best of what Bognor Regis has on offer
- Develop and deliver marketing campaigns to attract people into Bognor Regis town centre
- Use local radio more, such as events, show from the high street, local bands, etc.
- Regular Press Releases and comments to raise awareness of what Bognor Regis has to offer

2.2.2 Objective 2: A welcoming town centre: To reduce crime and anti-social behaviour

A welcoming town centre that feels safe with low crime and anti-social behaviour, and is clean and well-maintained is a key priority for businesses, shoppers and visitors to ensure customers want to return, and businesses want to locate in Bognor Regis.

Clean and well-maintained

Although the feedback from town centre visitors and traders is that the town centre is on an upward trajectory following recent public realm works, there remain significant issues with the quality of the built environment, both public and privately owned.

Tackling these residual problems is critical to providing a better shopping and social environment to the existing customer base who have continued to support the town. It will also help to attract a wider range of people to the centre who will dwell for longer. Overall standards have been raised, but have to be raised further to ensure the town centre is clean, safe, well-maintained and welcoming.

Crime and anti-social behaviour

Crime levels are low compared to national levels and in general, people do feel safe during the daytime, but less so at night. However, crime levels are relatively high compared to neighbouring towns of a similar size in Sussex.

Furthermore, the presence of street drinkers and homeless people in highly visible areas add to negative perceptions of the town. The reasons for street drinking and homelessness are complex and no single agency can tackle the

issue alone. The BID will work with relevant public and charitable agencies to reduce the impact of this issue on town centre businesses.

Proposed Actions

BID activity on this objective could include, is but not limited to:

- Provide a uniformed presence in the form of employed security wardens/ ambassadors
- Encourage the creation of an alcohol free zone with clear signage
- Work with stakeholders to encourage more effective CCTV cameras and signage
- Promote and support the town security radio scheme/ShopWatch/PubWatch
- Provide security training and advice on how to display and protect stock against shop-lifting
- Work with public and private stakeholders to improve the standards of cleaning and maintenance in the town centre, over and above what is currently being provided
- Encourage owners and agents to make improvements to their properties which will improve the appearance of the town centre to make it more attractive to shoppers
- Encourage owners and agents to make permanent and temporary improvements to vacant properties to reduce the impact of any long-term vacancies
- Work in partnership with relevant councils, landlords, businesses, Sussex Police to ensure the town centre feels a safer place
- Support the Community Safety Partnership to continue the reduction in crime and anti-social behaviour and reduce fear of crime
- Patrols of the town to identify maintenance issues and report to the relevant authority for action

2.2.3 Objective 3: An active town centre at night: To help stimulate the evening and night-time economy

Improving the evening and night-time economy is a key priority for businesses and the initiatives below seek to tackle this.

During the evening and late night the town quickly becomes deserted, with low numbers of people around, few businesses open and the presence of groups of people that could be viewed as intimidating. Evidence from other towns indicates that having more people out and about around the town at night makes it feel safer. There is significant scope to further improve how people feel after dark and this is an important reason to develop the evening economy to help make the town a more welcoming, inclusive and inviting place.

Evening attractions

Currently there are relatively few town centre bars, cafes, restaurants and cultural attractions open in the evening. Although the quality of the bar and restaurant offer is definitely improving, there is not the range or critical mass to meet the needs of students, affluent village residents or Butlin's guests. Given the resident student population and the affluent residents who currently head off to Chichester or Portsmouth for evenings out, there is a golden opportunity to create a more vibrant evening economy for both residents and visitors alike.

Proposed Actions

BID activity on this objective could include, but is not limited to:

- Undertake a review of the evening and night time economy and environment, including Mystery Shopping to baseline the current offer, and put in place an action plan to improve it following the Purple Flag accreditation scheme guidelines
- Encourage more branded or quality restaurants and bars by working with property owners, agents and the local authority
- Encourage more and better quality restaurants near the train station
- Put on occasional entertainment in Station Square
- Work with local stakeholders to provide and promote more reasons to visit the town in the evening such as arts, cultural and music events
- Encourage regular late night shopping and evening activity all year round to provide consistency, not just at Christmas
- Work with local stakeholders to provide more evening events e.g. markets, fairgrounds, ice rink, fashion shows, street theatre
- Target the grey £ and 40+ and encourage them to take back their town at night and use it
- Work with cultural attractions such the Alexandra Theatre and Picturedrome to offer theatre deals with local restaurants
- Work in partnership with relevant Councils (including Licensing), landlords, businesses, Sussex Police to ensure the town centre feels a safer place to be at night
- Support the PubWatch initiative and work with Licensing to improve the welcome in town centre evening economy

2.2.4 Objective 4: Better parking: To make it easier for visitors and staff to park in town

A town centre with improved parking is a priority for businesses. Making the town centre a more attractive proposition for residents, visitors, businesses and investors will be helped if the town benefited from more and easier to use parking.

Parking

Parking is one of the main negative perceptions of the town from a business perspective. However, one of the strongest competitive advantages that Bognor Regis has in relation to other town centres is the ready availability of affordable parking. Bognor Regis town centre currently has 843 off-street parking plus 62

dedicated disabled spaces in the town centre area. The impact of traffic within pedestrianised areas and parking fundamentally affects the viability of the town centre as a leisure and shopping environment, and its management and improvement is key for future investment to ensure the town is attractive as possible for visitors and investors. There is currently a “2 hour free parking” scheme operating in three car parks, which has greatly increased the attractiveness of the town to local shoppers.

Access

Other methods of improving accessibility and exploring the wider town will be encouraged such as cycling and walking. This will enhance the overall visitor experience and increase dwell time.

Proposed Actions

BID activity on this objective could include, but is not limited to:

- Actively promote the “2 hour free” parking scheme
- Encourage the extension of the “2 hour free” parking scheme to other car parks
- Encourage the extension of the “2 hour free” parking scheme to 3-4 hours
- Work with stakeholders to provide and promote better parking for business staff who park in the town on a daily basis
- Encourage the development and use of a Free Parking app which sends motorists alerts notifying them of free parking spaces when driving into the town
- Work with stakeholders to explore how to improve car parking facilities, for example the unpopular Fizzleet multi-storey, and to improve the ease of parking, for example signage, Pay as you Leave, Pay by Phone/Card/online etc. to encourage longer visits to the town
- Encourage the use of cycling and walking to move around the town

Section 3: BID Arrangements and Legal Framework

3.1 Setting up a BID

The “Local Government Act 2003” and “The Business Improvement Districts (England) Regulations 2004” detail a number of regulations and guidelines for any organisation that intends to establish a BID. The organisation that proposes to establish a BID must produce a “BID Business Plan” (i.e. this document) that incorporates arrangements, which will determine where, when and how the BID operates, what the BID intends to do, who will be responsible and how they will be accountable to their electorate. The BID Proposal is the summarised version of this Business Plan and both will be made available to all eligible voters.

3.2 The BID Ballot

The BID Ballot has been called for by Bognor Regis Town Centre Management Partnership c/o University of Chichester. Notice of the intention to hold a ballot will be issued to voters and the Secretary of State on or before Monday 22nd May 2017.

The ballot will be conducted entirely by post by the Independent Scrutineer, Electoral Reform Services of 33 Clarendon Road, London N8 0NW. Ballot Papers will be sent to those eligible to vote on Monday 5th June 2017 for return to them by no later than 5pm on Monday 3rd July 2017 (the “day of the ballot”).

Who is entitled to vote?

Those eligible to vote in the ballot will be those National Non-Domestic Ratepayers (NNDR) listed on the Council's database for each eligible hereditament (business premises) situated within the geographical area of the proposed BID, with a rateable value of £6,000 or more, that is not exempt (see 3.4.3 below). The number of hereditaments/properties identified from the NNDR list as eligible to vote is 293.

Each person entitled to vote has one vote for each occupied hereditament or (if empty) owned by him or her in the geographical area of the proposed BID. Some businesses may be receiving multiple forms where they occupy/own more than one eligible property in the BID area.

Any ratepayer business that has not yet notified us of the name of the person to whom the ballot paper should be sent is encouraged to do so as soon as possible and by no later than 5pm on Friday 23rd June 2017

Appointing someone else to vote for you (a proxy)

The person entitled to vote in the BID ballot may appoint someone else to vote on his or her behalf (a proxy), e.g. if that person is ill in hospital, living abroad or going to be away at the time of the ballot. The Government's Regulations state that a ballot paper cannot be sent outside England, so any BID voter with a registered address outside England must designate another person to vote on his/her behalf as a proxy from an address in England.

Persons eligible to vote in the BID ballot may appoint someone else to vote on their behalf (for example, if you are going to be away at the time of the ballot). Applications to appoint a proxy must be submitted to Electoral Reform Services no later than 5pm on Friday 23rd June 2017

Ballot Timetable

Day	Action	Date
56	ERS to Receive Mailing List, Wording for all Documents	Monday 8 May 2017
42	Statutory (Latest) Date: Notification of Ballot	Monday 22 May 2017
28	Statutory (Latest) Date: Despatch of Ballot Papers & Start of Ballot	Monday 5 June 2017
10	Latest Date to Appoint Proxy	Friday 23 June 2017
5	Latest Date to Cancel Proxy	Wednesday 28 June 2017
4	Issue Of Replacements	Tuesday 27 June 2017
0	Close of Ballot "Ballot Day"	Monday 3 July 2017
-1	Issue of Result by 5pm	Tuesday 4 July 2017
	Start of first billing period	1 st April 2018

3.3 Governance and Management Arrangements

Regulation 4 (1) of the Local Government Act 2003, states that: "BID proposals.....shall include

"a statement of the works or services to be provided, the name of who will provide them and the type of body the provider is". The following details form that statement.

3.3.1 Implementation of the BID

Bognor Regis Town Centre Management Partnership (BRTCM) is the implementing agent to establish the Bognor Regis BID Company. This Company will manage all of the works and services set out in this Business Plan.

3.3.2 BID Company

If successful following the ballot, the Bognor Regis BID Company will be set up to implement and operate a Business Improvement District in the specified area of Bognor Regis (see section 3.4.1 below and map in Appendix 1) and to deliver activities to tackle the key objectives set out in the Business Plan.

The works and services will be delivered through a Bognor Regis BID Company which will be an incorporated company. The exact legal form of company best suited to the Bognor Regis BID will be finalised following a successful ballot. It will be a not-for-profit organisation and independent of the local authority, and will be managed through a Board, which has a majority of business stakeholder representatives, chaired by a representative from the private sector. This will be decided following the ballot, subject to a “Yes” vote.

3.3.3 BID Board

The BID company will have a Board of directors which will have responsibility for financial arrangements, contractual obligations, human resources, standards and compliance and strategic direction. It will advise on operational issues, oversee performance and act as the primary consultative body on BID services.

The Board will be made up of local businesses and key stakeholders. A Board of directors will be elected/recruited; the Shadow BID Board will be invited to become Board Directors of the new BID Company for the first year to provide continuity.

There will be a BID Board member with voting rights to represent non-levy paying businesses within the BID area. Non-levy paying businesses can make voluntary contributions to the BID if they wish. A minimum voluntary contribution will be set by the Board to ensure the cost of receiving payments and servicing additional members does not exceed the payment received.

Each year the Board will elect a Chair, who shall be a business representative. Additional members may be co-opted as required. One nominated Observer Representative from BID levy payers can be present at BID Board meetings.

Minutes from BID Board meetings will be made available online following the meeting to all BID Levy payers. All business conducted at Board meetings will be made available in the minutes; exceptions to this may include information that is commercially sensitive or data that is classified as personal under the Data Protection Act.

3.3.4 BID Manager

The BID will appoint and employ a BID Manager whose main responsibility will be BID operations and delivery of the BID Business Plan. The continuation of town centre management in the form of the BID Manager is seen as key deliverable of the BID from consultation with businesses. The BID Manager will be the face of the BID and champion the collective issues of businesses, be an advocate for businesses and mediate between stakeholders to ensure the best outcomes for town centre businesses.

3.3.5 BID Members

Every BID levy payer is eligible to be a member of the BID Company and has the right to vote at Annual General Meetings and stand for election to the Board, with the process advertised to all levy payers.

3.3.6 BID Operational Costs

The BID levy charge will only be used to fund the improvement programmes as set out in this Business Plan from April 2018 - March 2023.

The costs to individual businesses will be calculated at a levy of 1.5p for every £1 of rateable value and it is estimated that this will raise about £142,000 per annum. The Rateable Value will be set at the valuation on Non-Domestic rates list as at 1st April 2017 and this figure will be fixed for the five year term of the BID.

Costs that will be met by the levy will include:

- The cost of the software necessary for the Billing Authority to operate the scheme
- All costs associated with the demand and collection of the levy
- The cost of a BID Manager
- The cost of running the office: Admin, telephone, internet, equipment, post, etc.
- The cost of running the BID Company: accounts, statutory compliance, company secretary etc.
- The cost of delivering actions to meet the objectives listed in the Business Plan
- A minimum contingency of 3% for possible changes in rateable value
- An allowance of 6% for non-collection and refunds
- Cost of the BID re-ballot in the fifth year

3.3.7 Performance Measurement

Performance measurements will be put in place and be reviewed quarterly at the Bognor Regis BID Board. They could include measures such as:

1. Dwell Time: Noggin footfall data can provide this
2. Store Performance Data: e.g.10 businesses to provide data based on a traffic light system
3. Vacancy Rates
4. Shop front condition
5. Business Engagement
6. Footfall monitoring: Springboard and Noggin
7. Mystery Shopping outcomes for service and offer from baselines
8. Event impacts (footfall, anecdotal)
9. Town centre Business satisfaction survey (annual/biannual)
10. Town centre visitor satisfaction survey (annual/biannual Including number of visits, dwell, spend)
11. Complaints / Compliments

3.3.8 Operating Agreement with Billing Authority, Arun District Council

Arun District Council's Business Rates Division has the role of Billing Authority for the Bognor Regis BID and will be responsible for Bognor Regis BID billing and collection (including legal enforcement) of the BID levy. Arun District Council does not set the BID levy; it collects and administers it for the proposed Bognor Regis BID Company.

This service is governed by an "Operating Agreement" and paid for at the agreed rate from the BID levy income. An Operating Agreement will be put in place between Bognor Regis BID Company and Arun District Council before the commencement of the BID term. This Operating Agreement sets out how the BID levy is collected and administered by Arun District Council on behalf of the Bognor Regis BID Company. The Operating Agreement will outline the collection and payment timescales of funds collected for the BID Company.

The estimated collection rate of the BID levy is 94%. The Billing Authority will use its full legal powers provided by legislation to enforce payment on behalf of the Bognor Regis BID Company. If necessary, the Billing Authority shall instigate Court action as required at its own expense to be recovered from the debtor. A draft Operating Agreement is in place and is available on request, although this will be finalised following a successful ballot and will be in place before the commencement of the BID term.

3.3.9 BID Budget and Accounts

The Bognor Regis BID Board will approve in advance an annual budget for the Bognor Regis BID for each financial year.

The Bognor Regis BID will not be able to operate in deficit, or incur liabilities that come into effect after the operational period e.g. after 31st March 2023.

The Bognor Regis BID will provide information on its finances to the Billing Authority, Arun District Council according to the demands of the Billing Authority. This shall be provided at the 'Monitoring Meetings' to be set up at a frequency specified in the Operating Agreement.

The Bognor Regis BID will produce annual accounts for each financial year that are independently audited and publicly available to all BID levy payers and the Billing Authority. These will be presented at the Bognor Regis BID Annual General Meeting.

At the end of each financial year, any surplus or unspent income is to be rolled over to the next financial year to provide an approved contingency reserve for that financial year. Any amount that remains in addition to that amount will be used to provide enhanced or additional services in the Bognor Regis BID area in the next financial year. How this money should be allocated will be discussed by BID members at the AGM (all BID levy payers are automatically members).

All expenditure budgets include a minimum of 3% contingency reserve to take into account of any unexpected shortfall.

A redistribution of funds among projects that amounts to more than 10% of the total annual BID budget will require full Bognor Regis BID Board approval.

A “Slippage Rate” i.e. a contingency that takes into account potential fluctuations in Rateable Values that come about due to deletions/inclusions from the rating list and non-collection of levy is included in the BID budget. Arun District Council has determined that a 6% contingency is appropriate which is therefore built into the BID income calculations.

Voluntary Contributions

Negotiations are taking place with various agencies including other public bodies, developers, landowners and businesses who would not be liable for the BID levy, but who may wish to make a voluntary contribution to enhance the BID income. Monetary and in-kind contributions will be confirmed in the annual accounts.

The BID Financial Projections can be seen in Appendix 3.

3.3.10 Alteration of BID arrangements

1(1)(f) of the Local Government Act 2003 requires, “a statement of whether the BID arrangements may be altered without an alteration ballot and if so, which aspects of the BID arrangements may be altered in this way”

The BID arrangements may be altered without an alteration ballot in the following instances:

- The streets and hereditaments to be included in said BID area may change due to changes in the relevant Billing Authority’s local list. Hereditaments may be additionally included if their rateable value, at any time during the BID period, exceeds £6,000 or they are newly added to the local list and the rateable value threshold criteria [as set out in the above response to point 1(1)(d) of schedule 1 of the BID regulations] is exceeded.
- Hereditaments may also be excluded from the BID area and BID levy charge in cases where the Billing Authority amends the local list and either removes hereditaments from the list or alters the rateable value to below £6,000. Where this occurs, such amendments will either be effected as per the date on the Billing Authority’s schedule, or if this date predates the beginning of the financial year in which the change is being made, the 1st of April of the relevant financial year in which the Billing Authority implements the change.

3.3.11 Closure of the BID

In the event of the closure of the Bognor Regis BID Company, either:

- a. at the end of its five-year mandate, should a further mandate not be sought or approved; or

b. prematurely, for whatever reason,

all assets etc. will be realised and disposed of as agreed by the BID Board, BID members, stakeholders and contributors at an AGM or EGM.

3.4 BID Criteria

3.4.1 The BID geographical area

1(1)(c) of the Local Government Act 2003, requires, “a description of the geographical area (including a map showing that area) in which the proposed BID arrangements are to have effect”

The Business Improvement District for Bognor Regis Town Centre covers the heart of the centre and contains the main retail, leisure and commercial areas. The area was defined through consultation with businesses to identify the commonality of the issues that affect their trading environment. The final extended boundary of the BID area was decided by the Shadow BID Board following consultation on the draft Business Plan.

A list of streets in the proposed Bognor Regis BID area, along with a map showing all properties within the BID boundary are shown in Appendix 1.

3.4.2 Period of the BID

1(1)(g) of the Local Government Act 2003 requires, “ a statement of the duration of the BID arrangements”

The BID arrangements will apply for a total period of 5 years.

1(1)(h) of the Local Government Act 2003 requires, “ a statement of the commencement date of the BID arrangements”.

The commencement date of the BID arrangements will be 1st April 2018.

The time between the ballot result day on 4th July and the implementation of the BID will be used to ensure that:

- Billing systems at Arun District Council are updated ready for the launch date on 1st April 2018.
- BID Company is set up
- BID Board and directors are elected and or appointed
- Administration and secretariat processes are implemented
- Staff are recruited

3.4.3 BID Levy

1(1)(d) of the Local Government Act 2003 requires, “a statement of whether all non-domestic ratepayers in the geographical area or a specific class of them

are to be liable to the BID levy, an explanation of how the amount of the BID levy to be levied is to be calculated and an explanation of whether any of the costs incurred in developing the BID proposals, holding the ballot or implementing the BID are to be recovered through the BID levy.....”

Only properties on the Local Rating List will be potentially liable to pay the BID levy. Details of the rateable value and BID levy for each business included in the BID area are available from Bognor Regis Town Centre Management.

Levy rate

All non-domestic ratepayers in the BID area as defined above, either occupying the property, or if unoccupied owning the property, and having a Rateable Value of £6,000 or above as at 1st April 2017, will be liable to the BID levy charge of 1.5% subject to the exemptions below. The levy rate was agreed by the Shadow BID Board based on the feedback received during the development of the Business Plan, consultation process and financial analysis.

The BID levy will be 1.5% of the 2017 rateable value shown on Arun District Council's (the Billing Authority's) NNDR billing system as at 1st April 2017 for each defined business/hereditament within the scope of the BID, with the exception of those premises with a rateable value of less than £6,000, and those exemptions set out below.

The list of liable hereditaments is altered and updated on an ongoing basis to reflect changes in the billing authority's database of liable non-domestic ratepayers and relevant hereditaments. Any new, refurbished or reconstituted hereditaments subsequently entered into the rating list after the BID commencement date shall additionally also become liable for the BID levy in relation to its new/current rateable value and so long as other relevant criteria within this document are also met.

After looking at the cost of collecting the levy, balloting businesses and the BID objectives, it was agreed by the Shadow BID Board that only businesses with a rateable value of £6,000 or more would be included in the BID. This will include all charities with a retail arm operating in the town.

Relief from the BID Levy

1(1)(e) of the Local Government Act 2003 requires, “ a statement of the specified class of non-domestic ratepayer [if any] for which and the level at which relief from the BID levy is to apply”

No relief is to be given to any class of non-domestic ratepayer irrespective of whatever relief or exemption they may currently enjoy in respect of Non-Domestic (or Business) Rates. All types of property within the BID area specified are to be potentially subjected to the full levy as set out above. Furthermore there is to be no distinction made between occupied or unoccupied hereditaments, either occupancy status attracting the full BID levy.

Exemptions from the BID Levy

- Property with a rateable value of less than £6,000.

- The following categories are to be exempt – ambulance stations, cemeteries, community centres, publically funded places of education, fire stations, hospitals, public conveniences, places of worship, local charities delivering their services in the BID area, non-retail charities, phone/mobile phone masts

3.4.4 BID Levy Liability and Collection

The BID levy is binding on all eligible business within this Business Plan if it is a “Yes” vote. All bills issued will be due and payable, irrespective of whether or not the liable business/person voted in favour or against the BID.

Persons liable to pay the levy will be any “Rate Payer” as set out in section 59 of the Local Government Act 2003, [Interpretation of Part 4]. Section 59 clarifies the meaning by stating “non-domestic ratepayer, in relation to any area, means a person subject to a non-domestic rate under section 43 or 45 of the Local Government Finance Act, 1988 (c.41) (liability to non-domestic rates) because he is the owner or occupier of a hereditament situated in that area.”

For the purposes of non-domestic rating, Arun District Council interprets the owner of a hereditament or land as per the definition in section 65(1) of the Local Government Finance Act 1988. This states that “the owner of a hereditament or land is the person entitled to possession of it”. A similar definition exists in Schedule 4A of the Local Government Finance Act 1988 at paragraph 10(b) for unoccupied properties.

Rating List and Rateable values to be used in the BID

For the purposes of the BID, the rateable value shown on the NNDR local list held by Arun District Council on the 1st April 2017 will be the figure used for the BID levy calculation for each liable ratepayer. This figure will be used throughout the term of the BID. The liability for the BID levy will lie with the responsible party for the Non Domestic Rates as shown by Arun District Council.

Financial year

For the purposes of the BID, a financial year is a period of 365 days (or 366 days in a leap year), commencing 1st of April and ending 31st of March inclusive.

The Levy Multiplier and Charge

For the duration of the BID term, the BID levy multiplier will be 1.5p in the pound and this will continue for the 5 years of the BID based on the Rateable Value of the hereditament as at 1st April 2017. No inflation will be added to the levy. Payment of the BID levy will be calculated on a daily charge mirroring the NNDR system. The levy will be charged annually in advance for each chargeable period, from 1st April.

Rateable Value	Levy Rate	Annual	This equates to: Weekly
0-£5,999	1.5%	Zero	Zero
£6,000	1.5%	£90	£1.70
£12,000	1.5%	£180	£3.40
£25,000	1.5%	£375	£7.20
£50,000	1.5%	£750	£14.40
£100,000	1.5%	£1,500	£28.80
£200,000	1.5%	£3,000	£57.70
£500,000	1.5%	£7,500	£144.20
£1,000,000	1.5%	£15,000	£288.50
£2,000,000	1.5%	£30,000	£577.00

Procedural Arrangements

The BID charge is an annual fee based on rateable value of the premises as at 1st April 2017. It is to be paid in full and in advance. The payment due date is 1st of April of the relevant financial year.

VAT

VAT will not be charged on the BID levy

Recovery and Enforcement

Non-payment of the BID charge will be pursued via all available enforcement options. This will include the issuing of court summonses, the use of bailiffs and committal action.

All of the actions may incur additional costs for which the BID levy payer will be liable.

The BID Levy will be collected as follows:

- The BID levy is binding on all business/hereditaments within this Business Plan. All bills issued will be due and payable, irrespective of whether or not the liable business/person voted for or against the BID.
- For the first financial year of the BID, commencing 1 April 2018, the bill will be raised in the March immediately preceding the year of the charge to the liable person.
- The definition of the liable person is that shown in '3.4.4 Liability and BID Levy Collection' above.
- The full amount will be due and payable in one lump sum on 1st April. If a business changes during the year, a refund will be calculated on the time that business is no longer liable for the levy and a new bill raised for the new tenant or body liable with no void period.

- New businesses coming into the BID area will be charged from the point they are liable the party for business rates and will be collected through the rates bill.
- Empty properties and those undergoing refurbishment will be liable for the BID levy via the property owner/registered business ratepayer with no void period.
- A reminder notice will be issued stating the amount required to be paid.

Any changes to hereditaments during the life of the BID will be handled as follows:

- New premises, or properties which were not on the NNDR/current list but become subject to rates in the BID area, or new streets raised in the BID area after the BID is in force will be expected to pay a BID Levy in relation to its new/current rateable value.
- Where property is split, two or more BID levies should be made on the revised premises from the date of split on the basis of the revised new/current rateable value. Where premises are merged the BID Levy should be charged at the revised properties new/current valuation. Any change of use or ownership (or the creation of a new business within the BID area will be liable to the BID levy of the new/current rateable value at the time of the change. Adjustments will be made for changes in occupation and if a property is deleted from the rating list, and revised bills issued. The charge or refund amount will be calculated pro rata between the date of the change in occupation and the date of the financial year end. No amendments will be made to the rateable value of any property in the BID area as a result of any general or property specific re-valuation within the life of the BID other than for the criteria listed above.

Stages of Recovery of unpaid levy:

- If the BID payer fails to pay within 7 days of service of the Final Reminder Notice, the unpaid balance shall become payable at the end of a further period of 7 days
- Summons – If the amount is not paid in full, a complaint will be laid before the Magistrates Court and an application for Summons will be made. This will require the BID payer to attend Court and show why payment has not been made. The summons must be served at least 14 days before the hearing. The cost of summons application will be recoverable from the debtor.
- Liability Order Hearing – If the amount is not paid prior to the hearing an application for a Liability Order will be made on the scheduled date. If no valid defence is offered an Order will be granted and further costs incurred by the debtor.
- Distress – If any amount remains unpaid the Billing Authority may levy the appropriate amount by way of distress and sale of goods.

Distress may only be levied by a certificated Bailiff and the costs incurred are regulated.

- Committal – If sufficient goods are not available to Bailiffs to clear the debt the Local Authority may apply for the debtor's committal to prison, again costs are regulated. Committal proceedings can only be instigated against an individual not a company
- In certain situations where the debt remains unpaid and exceeds £750 a petition may be made for bankruptcy, or winding up in the case of a company. These cases will be considered, and a decision made, on an individual basis by the Bognor Regis BID Board and the Local Authority as the charges incurred are high and may be irrecoverable.

Deceased Ratepayers

If the BID payer dies the executor or administrator is liable to pay the charge and may deduct the amount out of the assets and effects of the deceased.

Deceased ratepayers will be considered, and a decision made on the appropriate action by the Bognor Regis BID Board.

3.5 How the BID will work with existing service providers

1(1)(b) of the Local Government Act 2003, requires, "a statement of existing baseline services (if any) provided by the relevant billing authority or other public authority"

The services provided by a BID are over and above those provided by local councils and other statutory providers. BIDs enter into Baseline Service Agreements with the local authorities and other public service providers which set out the level of existing service provision in the area. These arrangements ensure that any services the BID provides are truly additional.

Existing Service Providers

The BID will establish Baseline Service Agreements with Arun District Council, Bognor Regis Town Council, West Sussex County Council and Sussex Police for the proposed BID area which will detail the following service provision:

West Sussex County Council

- Highways maintenance
- Street lighting

Arun District Council

- Street cleansing
- Planting maintenance
- Street furniture maintenance and cleansing
- Car and coach parking
- Destination marketing and Visitor Information provision
- Community safety and CCTV

- Licensing and enforcement
- Planning and Section 215 Planning enforcement

Bognor Regis Town Council

- Christmas Lights
- Soft landscaping planting and upkeep
- Graffiti removal
- Events delivery

Sussex Police

- Policing

Statutory services have to be provided by the relevant authorities, however both statutory and discretionary services are subject to resource constraints. The BID will work with the providers to minimise the impact of such pressures in the BID area. These arrangements will be subject to annual review.

Details of the Baseline Service Agreements from Arun District Council, Bognor Regis Town Council, Sussex Police and West Sussex County Council can be found in Appendix 2.

Service Delivery Agreements

Contracts with existing or other service providers to commission services or works will be entered into where appropriate. A Service Delivery Agreement will be agreed and issued to all appropriate agencies who deliver services on behalf of Bognor Regis BID. The agreement will include a baseline measure and detail improvements or performance indicators that the contractor will be required to meet.

3.6 Communication with the Business Community

Engagement with, and involvement of businesses will be vital for the success of the BID delivery. Each levy payer will be a member of BID and ongoing communication will be crucial to ensure the BID delivers what it said it would do, and ensure businesses receive the service they are being charged for. Updates on the BID activities will be sent out to all BID levy payers, and invitations to attend the AGM and stand for election to the Board will also be circulated.

The BID will be an independently-run organisation, having a visible clear brand identity. It is important that the BID is, and is seen to be independent and operating for the benefit of all levy payers and the wider business community. BIDs must create an identity that clearly separates it from the local authority and any other involved organisation. It is vital that BID levy payers understand who is delivering the improvements and what they have voted for, so when the BID renewal comes around, they are informed and involved with the improvements delivered by the BID.

Regular communications will include newsletters, website and social media channels will ensure that businesses are kept informed on BID activities. Businesses are encouraged to feed in ideas and potential local initiatives so the BID Board can consider them for inclusion.

Appendix 1 – BID Geographical Area

Proposed BID Area: Total Rateable Value of BID Area is £9,455,450 (based on rateable values of eligible hereditaments/properties as at 1st April 2017)
The number of eligible hereditaments/properties is 293. This provides a levy income of £141,831.75 based on a 1.5% Levy

The following streets are included in the Bognor Regis Town Centre Business Improvement District area, either in whole or in part. All eligible businesses located on either side of these streets will contribute if the BID is approved. If you are unsure whether your business falls within the boundary or want to know how much you would pay, please contact us.

Street
Aldwick Road (part of)
Albert Road
Arcade Chambers, The Arcade
Bedford Street
Belmont Street
Canada Grove
Campbell Road
Central Buildings, London Road
Clarence Road
Clock Walk, High Street
Crescent Road
Fitzleet House, Queensway
Gloucester Road
Harfield Court, High Street
High Street
John Street
Lennox Street
Linden Road
Little High Street
London Road (Part of)
Longford Road
Lyon Street West
Manor Place
Market Street
Merchant Street
Norfolk Street
Place St Maur Des Fosses
Queensway
Richmond Road
Sadler Street
Sea Road
Station Approach, Longford Road

Station Road
Steyne Street
Sudley Road
Sussex Street
The Arcade
The Esplanade
The Steyne (part of)
Upper Bognor Road
Walton Avenue
Walton Road
Waterloo Square
West Street
Water Tower Building, London Road
York Road



Appendix 2 – Baseline Service Agreements

Baseline Services provided in Bognor Regis (Pre-BID Ballot) April 2017

BIDs deliver additional services over and above the existing provision. To be able to define “additional”, there needs to be an understanding of the existing “baseline” services being delivered, and level of delivery. This schedule sets out in outline the current services delivered in Bognor Regis by the named supplier. It is a statement of intent, and will enable an understanding of “baseline” and “additional” services for the BID ballot being held in in June 2017.

Service	Highways management and upkeep
Supplier	West Sussex County Council
Contact Details	Name: Ben Whiffin Tel: 01243 642105 email: Benjamin.whiffin@westsussex.gov.uk
Service Specification	<ul style="list-style-type: none"> • Carriageway, footway and verge maintenance. • Grass cutting (urban 7 and rural 3 cuts per year) • Weed control (2 sprays per year) • Tree maintenance (when required) • Highway safety (ongoing) • Lining and signing (as and when required) • Traffic Regulation Orders (as approved by CLC’s once per year) • Highway Improvements (approved once per year to be delivered the following) • Street Lighting (ongoing PFI with SSE) • Traffic signals (as and when required) • Structures (bridges/culverts maintenance as and when required) • Winter maintenance (as and when required in winter) • Highway enforcement (as and when required) • Network management (ongoing) • Highway drainage (routine and ad-hoc repairs) • Hedge cutting (once per year) <p>Licensing of activities on Highways e.g. busking, outdoor tables and chairs, events, scaffolding, skips, hoarding, roadwork permits, vehicle cross overs, licence to plant and Standard form of consents (general consent to work on the highway).</p>
Area covered	See above.
	Statutory / Discretionary (delete as appropriate) – a mixture of both, highway safety being our statutory function as Highway Authority
Anything else?	

Service	Visitor Destination Marketing and Visitor Information Provision
Supplier	Arun District Council
Contact Details	Name: Denise Vine Tel: 01903 737846 email:denise.vine@arun.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	1. Visitor Destination Marketing Provision and updating of the Sussex by the Sea website or similar 2. Visitor Information Provision Maintaining current self-service provision at appropriate location(s).
Area covered	BID area
	Discretionary
Anything else?	

Service	Bus Shelters
Supplier	Arun District Council
Contact Details	Name: Paul Broggi, Property and Estates Tel: 01903 737506 email: paul.broggi@arun.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	1. Provision Bus shelters are provided by Arun DC in the following locations <ul style="list-style-type: none"> - High Street town centre 5 shelters * - Linden Road near Ockley Road * - Richmond Road / Lyon Street o/s Railway station - Station Approach, Longford Road o/s Railway station - Upper Bognor Road o/s University Campus - Upper Bognor Road o/s Butlin's * - High Street/Gloucester Road junction - Queensway near Canada Grove * 2. Maintenance The shelters are kept in good repair by Arun DC or in the case of those asterisked above, by Clear Channel 3. Advertising on bus shelters This is licensed out to Clear Channel
Area covered	BID area
	Statutory / Discretionary (delete as appropriate)
Anything else?	

Service	Car parking
Supplier	Arun District Council
Contact Details	Name: Calvin Baylis Tel: 01903 737649 email: calvin.baylis@arun.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	<p>1. Provision of car parks and on-street parking (list)</p> <p>The following car parks are in the BID area. On Street Parking is the responsibility of West Sussex County Council although they use ADC as agents to maintain the Controlled Parking Zone.</p> <p>Regis Centre Hothamton Fitzleet Multi Storey Gloucester Road</p> <p>The Lyon Street car park which is part of the 2 hour disc scheme is not in the BID area.</p> <p>2. Provision of Coach Parking</p> <p>The London Road Coach Park is not within the BID area so there is no coach provision within the Bid area. There is a Coach pick up and drop off point opposite the Pier</p> <p>3. 2 hour free parking scheme</p> <p>This scheme covers 3 car parks which are Hothamton Fitzleet and Lyon Street. However as stated above the Lyon Street car park is not in the BID area. The current agreement expires on the 31st December 2017.</p> <p>4. Enforcement of on and off street parking</p> <p>We have an agency agreement to carry out Civil Parking Enforcement. The current agreement runs to the 31st March 2018.</p>
Area covered	
	Statutory / Discretionary (delete as appropriate)
Anything else?	

Service	Catering and Retail Concessions
Supplier	Arun District Council
Contact Details	Name: Paul Broggi, Property and Estates Tel: 01903 737506 email: paul.broggi@arun.gov.uk
Service Specification (what, when, how many,	Arun DC licences a number of businesses within the proposed BID area which operate either all year round or seasonally. They are listed below.

how often, contractor if relevant)	<p>1. Catering/retail concessions A1 Café, Promenade near Gloucester Road Coffee Cup kiosk, Promenade near Albert Road Whittingtons Food and Shop, Promenade near Clarence Road Food on the Prom kiosk, Promenade opposite Regis Car Park Bognor Cockle Seafood kiosk, Promenade near Lennox Street Ollie's Café, Waterloo Square gardens</p> <p>2. Attractions concessions Kiddie Rides, Promenade near pier Deckchair Hire, promenade various locations Telescope Hire, Promenade various locations Crazy Golf, Waterloo Square Gypsy Lee fortune teller, Waterloo Square</p> <p>3. Future The Seafront Delivery Plan formally approved in June 2016 includes the provision of Beach Huts near Butlin's, and a range of new permanent and temporary concession buildings on the Promenade. Place St Maur is part of the Regis Centre Development Site, and is likely to have a range of seasonal catering and activity concessions from summer 2017 onwards.</p>
Area covered	Proposed BID area
	Statutory / Discretionary (delete as appropriate)
Anything else?	

Service	Grounds maintenance
Supplier	Arun District Council via contractual arrangement with ISS Facility Services Landscaping
Contact Details	Name: Oli Handson Greenspace & Cleansing Manager Tel: 01903 737955 email:oliver.handson@arun.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	All horticultural maintenance and contractual operations (grass cutting, shrub border maintenance, hedge maintenance, litter collection, litter bin emptying, hard landscape maintenance) at the following sites; Waterloo Square Gardens, Hothamton Sunken Gardens & Car Park, Bognor Seafront Mounds, Town Hall Car Park, Steyne Gardens, Rock Gardens East, Morrison's passage, Gloucester Road,

	<p>Maintenance and management of 2 x bowling greens at Waterloo Square, and play area repairs and maintenance at Hothampton Gardens plus Rock Gardens Skate Park.</p> <p>Provision of annual summer & winter Bognor town centre hanging baskets. Includes taking down and hanging up of baskets, provision of all plants, dead heading, watering visits & feeding as required.</p> <p>Maintenance of permanent planting displays in raised planters at Bognor station and the brick planters along the Esplanade including dead heading/removal of dead foliage as required, weeding of raised borders, ensuring borders are litter free.</p>
Area covered	
	Discretionary
Anything else?	

Service	Licensing
Supplier	Arun District Council
Contact Details	Name: Mrs Sarah Meeten Tel: 01903 737755 email: licensing@arun.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	<p>The service is responsible for the delivery and administration of licensing over a number of functions including alcohol, entertainments, taxis, street trading, animals, gambling, tattooing and skin piercing. Function operates in office hours and out of hours at the managers discretion.</p> <p>Other advisory services are available to customers at a cost. www.arun.gov.uk/licensing</p>
Area covered	BID Area
	Statutory
Anything else?	

Service	Planning Control and Enforcement
Supplier	Arun District Council
Contact Details	Name: Dan Vick, Area Team Leader Tel: 01903 737771 email: Daniel.Vick@arun.gov.uk
Service Specification (what, when, how many,	<p>1. Planning Provision of statutory planning application service.</p> <p>2. Planning Enforcement including S215</p>

how often, contractor if relevant)	Provision of planning enforcement service (including discretionary S215 officer to tackle untidy sites)
Area covered	BID area
	Statutory / Discretionary Both
Anything else?	

Service	Public conveniences
Supplier	Arun District Council
Contact Details	Name: Dan Cox, Cleansing Manager Tel: 01903 737688 email: Daniel.cox@arun.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	<p>1. Provision of Public conveniences Arun DC owns public conveniences at the following locations open at the times listed within the proposed BID area:</p> <ul style="list-style-type: none"> - Bedford Street (Ladies, Gents, Disabled) - Regis Centre Car Park (Ladies, Gents, Disabled) - East Promenade underground (Ladies, Gents) - East Promenade Foreshores Office (Disabled) - Pier Waterloo Square (Ladies, Gents) <p>Summer (1st May - 30th September) - 08.00 until 20.00, Winter (1st October - 30th April) - 08.00 until 17.00. All toilets are closed on Christmas Day and New Year's Day. All disabled facilities are operated by Radar keys</p> <p>2. Maintenance These facilities are kept in good repair by Arun DC or their contractor, Biffa. Minor repairs should be carried out within 4 hours of being identified.</p> <p>3. Cleansing Toilets are cleaned daily by Arun DC's cleansing contractor, Biffa</p> <p>Due to the high usage and visitor numbers in peak season from 10am-5pm, 7 days a week covering 1st June and 7th September one dedicated toilet cleaner is in position dealing exclusively with the toilets identified in the BID area. The aim is to keep the facilities at a high standard throughout the day.</p> <p>4. Future Plans Arun DC has formally decided (Cabinet July 2016) to reduce the number of public conveniences, but improve the quality of those remaining. Accordingly some of the above facilities are due to be improved, and some to be closed as listed below.</p>

	- New above ground toilets including Disabled on Promenade to replace underground facilities - Toilets at pier head, Waterloo Square to be closed when the new Promenade toilets are opened (planned 2018)
Area covered	Proposed BID area
	Statutory / Discretionary (delete as appropriate)
Anything else?	

Service	Street Cleansing
Supplier	Arun District Council
Contact Details	Name: Dan Cox Tel: 01903 737688 email: daniel.cox@arun.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	<p>1. Street Sweep machine, litter pick, bins empty The area that encompasses the BID is street cleansed under contract by Biffa. There is the requirement that it is mechanically swept and clean to a high standard by 8am. There is a static litter picker in the Town Centre and also one at Fittleeet Car Park. They are responsible for keeping BID area clean to a high standard between 8am to 5pm in the spring/summer and 8am to 7pm in the winter. There is a contract requirement that litter bins are emptied regularly and should never be more than 80% full. If standards fall below that expected there is a rectification time of under an hour in the contract.</p> <p>2. Paving hot wash This is delivered on new surfaces in the BID area by Biffa. The machinery will visit at least once every two months to clean the pavement of stains and remove dirt that discolours the surface. In addition to this a separate machine is used for the removal of bubble gum.</p> <p>3. Street furniture cleaning This is looked at on a daily basis and a weekly deep clean is scheduled every Sunday morning.</p>
Area covered	
	Statutory / Discretionary (delete as appropriate)
Anything else?	

Service	<p>Current Sussex Police Force priorities;</p> <ul style="list-style-type: none"> • Keep Communities Safe and Feeling Safe • Identify and Protect Vulnerable People • Prevent and Respond to harm
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Supplier	Sussex Police
Contact Details	Name: Marc Clothier Tel: 07811 192483 email: marc.clothier@sussex.pnn.police.uk
Service Specification (what, when, how many, how often, contractor if relevant)	<p>Responsible for the delivery of Policing across Sussex we deploy our resources based on threat, harm, risk and vulnerability. This includes the response to incidents alongside pro-active deployment to emerging issues such as geographic crime or prolific offenders.</p> <p>Information and intelligence is reviewed daily and weekly to understand local issues and prioritise the deployment of resources.</p> <p>Town centre patrols are focussed on the prevention of crime and anti-social behaviour and we work closely with Arun District Council to utilise a variety of tactics.</p> <p>Arun has also recently seen the introduction of Business Wardens who work in partnership with Sussex Police tackling Business crime, they have recently been granted powers under the Community Safety Accreditation Scheme (CSAS) which will allow them to deal with other local issues.</p>
Area covered	Sussex Police, with local resources covering Arun and Chichester
	Statutory / Discretionary (delete as appropriate)
Anything else?	

Baseline Service Statement – Bognor Regis Town Council

Notes to Accompany Baseline Service Level Agreements (BSLA) for BID

All of the activities covered by the BSLAs are discretionary and are not a “Duty” for a Town or Parish Council.

Whilst there is currently no intention to desist providing any of the activities identified, all are dependent on budgetary agreement which can only be guaranteed for the following financial year, unless superseded by a longer term contract such as the two year contract for Christmas Lighting supply.

The usual Town Council elections (next due in May 2019) may result in a totally new administration and any services not covered by a binding contract with a third party cannot be guaranteed to be acceptable to a new Council.

No events, other than the Christmas Switch-On event have been included as none are guaranteed and some do not even take place within the BID area. Budgets for events are only agreed by Council in January each year.

Whilst the Town Council currently provides a Graffiti removal service this is on behalf of WSCC and any BSLA would need to be with WSCC rather than the Town Council; without recompense from WSCC, it is highly unlikely that the Town Council would be able to fund the continuation of the service.

Similarly, with reference to the 2 Hour Free Parking Scheme, to which the Town Council makes a contribution, as the car parks are owned and operated by ADC, it is assumed that a BSLA for this function will need to be made direct with ADC.

Subject : Christmas Decorations and Lighting

Service	Decorative Christmas Lighting and Christmas Trees
Date	1st April 2017
Supplier	Bognor Regis Town Council Head of Service: Town Clerk, Bognor Regis Town Council
Contact Details	Name : Mrs. S. Hodgson (Projects Officer) Tel : 01243 825535 Email : sheilahodgson@bognorregis.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	Christmas lights provision and maintenance in Town Centre including: <ul style="list-style-type: none"> i) Erection of lighting by third party contractor ii) Use of existing catenary wires iii) Connection to power supply and testing by contractor iv) Period of erection - last Saturday in November to second week in January v) Contractor responsible for repairs and maintenance whilst erected vi) Current contract up to and including Christmas 2018 vii) Town Council to meet cost of power supply viii) Provision, erection and decoration of 1no Christmas Tree at Town Hall ix) Provision of 2no Christmas Trees in High Street and Railway Station (<u>strictly</u> sponsorship dependent) x) Town Force to attend all Christmas Tree installations
Value of contract	i) £10,000 per annum for supply of lighting equipment ii) £5,000 per annum for maintenance
KPIs	i) Completion of works on time including removal

	ii) Timely works to make good reported faults
Areas covered	London Road, High Street, Station Approach, York Road and Queensway
Power	General Power of Competence Statutory / Discretionary (delete as appropriate)
Limitations	i) Two year Contract in place ii) No guarantee may be given regarding future provision due to potential changes in Town Council membership in May 2019

Service	Christmas Light Switch-On Event
Date	1st April 2017
Supplier	Bognor Regis Town Council Head of Service: Town Clerk, Bognor Regis Town Council
Contact Details	Name : Ms. K. Fitzpatrick (Events Officer) Tel : 01243 825535 Email : kirstenfitzpatrick@bognorregis.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	i) Organisation, planning (including Health and Safety aspects) and management by Town Council's Events Officer of 1 day event culminating in switch-on of Christmas Lighting in Town Centre. ii) Programme for event changes annually with only guaranteed element being the actual switch-on. iii) Town Council Town Force staff in attendance at event to support Events Officer
Value of contract	Budget for Christmas 2017 switch-on set at £2,500
KPIs	i) Well run event ii) Positive feedback from TCM and general public
Area covered	London Road and High Street
Power	General Power of Competence Statutory / Discretionary (delete as appropriate)
Limitations	No guarantee may be given regarding future provision due to potential changes in Town Council membership in May 2019

Service	Decorative Lighting in Old Town
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Date	1 st April 2017
Supplier	Bognor Regis Town Council Head of Service: Town Clerk, Bognor Regis Town Council
Contact Details	Name : Mrs. S. Hodgson (Projects Officer) Tel : 01243 825535 Email : sheilahodgson@bognorregis.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	Decorative light provision and maintenance in Old Town including xi) Maintenance of lighting by third party contractor xii) 3 year contract (following supply and erection of lighting by ADC) ending May 2019
Value of contract	£3,100 per annum for maintenance
KPIs	Timely works to make good reported faults
Area covered	Norfolk Street and Little High Street
Power	General Power of Competence Statutory / Discretionary (delete as appropriate)
Limitations	iii) Current maintenance contract ends May 2019 iv) No guarantee may be given regarding future provision due to potential changes in Town Council membership in May 2019

Service	Decorative Planting
Date	1 st April 2017
Supplier	Bognor Regis Town Council Head of Service: Town Clerk, Bognor Regis Town Council
Contact Details	Name : Mrs. E. Adams (Town Force Manager) Tel : 01243 825535 Email : erikaadams@bognorregis.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	i) Seasonal planting in containers ii) Maintenance carried out by Town Council Town Force staff including : * Watering (? times per week) * Change in planting between Summer and Winter * Deadhead, fertilise at regular intervals * Replacement of plants if necessary

Value of contract	£ To Be Confirmed per annum for maintenance
KPIs	Well maintained planting
Area covered	Queensway and High Street (outside The Job Centre)
Power	General Power of Competence Statutory / Discretionary (delete as appropriate)
Limitations	No guarantee may be given regarding future provision due to potential changes in Town Council membership in May 2019

Appendix 3 – Financial Projections

Bognor Regis BID 2018 - 2023 Financial Projections						
BUDGET YEAR TO 31 MARCH						
	Year 1	Year 2	Year 3	Year 4	Year 5	
INCOME	2018/19	2019/20	2020/21	2021/22	2022/23	5 year Totals
	Budget	Budget	Budget	Budget	Budget	
BID Levy Income	£141,832	£141,832	£141,832	£141,832	£141,832	£709,160
Carry over from town centre management initiative	£35,000					£35,000
Income & revenue	£22,000	£22,000	£22,000	£22,000	£22,000	£110,000
Sponsorship	£2,000	£3,000	£4,000	£5,000	£6,000	£20,000
Grants	£10,000	£12,000	£15,000	£17,000	£20,000	£74,000
TOTAL INCOME	£210,832	£178,832	£182,832	£185,832	£189,832	£948,160
EXPENDITURE						
DELIVERY OF OBJECTIVES						
BID Manager costs 70%	£33,873	£34,062	£34,951	£35,840	£42,329	£181,055
BID Office costs 70%	£6,132	£4,382	£4,382	£5,082	£4,382	£24,360
BID Professional Fees cost 70%	£10,080	£7,980	£10,430	£7,980	£10,430	£46,900
A well-known town	£36,832	£28,801	£28,570	£29,839	£21,508	£145,548
A welcoming town	£45,426	£35,521	£35,236	£36,801	£26,526	£179,509
An active town at night	£18,416	£14,400	£14,285	£14,919	£10,754	£72,774
Better parking	£18,416	£14,400	£14,285	£14,919	£10,754	£72,774
Contingency @ 3%	£3,683	£2,880	£2,857	£2,984	£2,151	£14,555
TOTAL DELIVERY EXPENDITURE	£172,857	£142,426	£144,995	£148,364	£128,833	£737,475
BID ADMINISTRATION						
Levy Collection cost	£8,000	£8,000	£8,000	£8,000	£8,000	£40,000
Contingency for non-collection 6%	£8,510	£8,510	£8,510	£8,510	£8,510	£42,550
BID Renewal Process					£20,000	£20,000
BID Manager costs 30%	£14,517	£14,598	£14,979	£15,360	£18,141	£77,595
BID Office costs 30%	£2,628	£1,878	£1,878	£2,178	£1,878	£10,440
BID Professional Fees costs 30%	£4,320	£3,420	£4,470	£3,420	£4,470	£20,100
TOTAL BID ADMIN COSTS	£37,975	£36,406	£37,837	£37,468	£60,999	£210,685
TOTAL COSTS	£210,832	£178,832	£182,832	£185,832	£189,832	£948,160

DETAILED COST BREAKDOWN						
	Year 1	Year 2	Year 3	Year 4	Year 5	
BID Manager Salary	£37,000	£38,000	£39,000	£40,000	£41,000	£195,000
Salary on costs NI pension	£9,990	£10,260	£10,530	£10,800	£11,070	£52,650
Recruitment advertising	£1,000					£1,000
Redundancy contingency					£8,000	£8,000
Travel & expenses	£400	£400	£400	£400	£400	£2,000
Manager costs	£48,390	£48,660	£49,930	£51,200	£60,470	£258,650
Office rental/services charges	£3,000	£3,000	£3,000	£3,000	£3,000	£15,000
Business Rates						£0
Office furniture	£1,000					£1,000
Laptop and printer	£1,500			£1,000		£2,500
Phone and internet	£420	£420	£420	£420	£420	£2,100
Mobile	£600	£600	£600	£600	£600	£3,000
Stationery, postage and	£1,200	£1,200	£1,200	£1,200	£1,200	£6,000
Cleaning & maintenance	£1,040	£1,040	£1,040	£1,040	£1,040	£5,200
Office costs	£8,760	£6,260	£6,260	£7,260	£6,260	£34,800
Accountancy	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Company Secretary function	£300	£300	£300	£300	£300	£1,500
Legal advice	£3,000					£3,000
Independent evaluation			£3,500		£3,500	£7,000
Admin support	£9,600	£9,600	£9,600	£9,600	£9,600	£48,000
ATCM & British BIDs memberships	£500	£500	£500	£500	£500	£2,500
Professional fees	£14,400	£11,400	£14,900	£11,400	£14,900	£67,000

Budget Notes

Income

BID Levy: this is the expected amount to be received from all the eligible hereditaments within the BID area. This is based on the total Rateable Value of premises over £6,000 as at 1st April 2017. The level of income has fallen since the publication of the draft Business Plan due to the Re-Valuation of properties, which was concluded in March 2017. The Rateable Value of

properties as at 1st April 2017 will be used to calculate the levy and be fixed for the term of the BID.

Revenue: This is the expected amount from the current markets 4 x £2000 & a planned weekly market 40 weeks, 10 stalls @ £35

Sponsorship: This is the expected amount based on historical information about current and future levels of sponsorship for events, lamp-post banners, adverts, newsletters, etc.

Grants: this is the expected amount based on historical information, current and future grant schemes available from public bodies, private companies and charitable trusts.

Expenditure: Delivery of key objectives

This is made up of expenditure on A BID Manager; A well-known town; A welcoming town; An active town at night; Better parking. The expenditure was decided upon by the estimated income and expenditure available, the priorities identified by businesses during the consultation and the types of projects that could be delivered.

BID Manager – During the consultation period, many businesses requested for this to be an identified expenditure as the post is a key deliverable and asset for the BID. The BID Manager will report to the BID Board. The BID Manager will be responsible for delivering the work of the BID.

BID Manager Costs: These can be seen in the detailed breakdown. They are made up of items such as salary, National Insurance, pension, recruitment, redundancy contingency, travel and expenses. The BID Manager's costs are split between Delivery of Objectives (70%) and on BID Company Administration (30%). It is important to levy payers that as much of the BID Manager's time is spent on delivering the key objectives than on administration. From the experience of the current workload of Town Centre Management and of other BID Managers a 70%/30% split is a realistic estimate of how much time is spent on each area.

A Well-Known Town – This is based on the consultation and projects that were suggested to be carried out to promote and market the town centre. This was the main issue identified by businesses during the consultation.

A Welcoming town – This is based on the consultation and projects that were suggested to be carried to help reduce crime and anti-social in the BID area.

One of the main suggested projects is to provide a town warden service and this is expected to be a key expenditure.

An Active Town at night – This is based on the consultation and projects that were suggested to be carried to help stimulate the evening and night-time economy.

Better Parking - This is based on the consultation and projects that were suggested to be carried to help improve parking in the BID area.

Expenditure: BID Administration

Levy collection cost: This includes the cost of new software which the Billing Authority, Arun District Council has to purchase in order to collect the levy. The software will be purchased from Northgate Public Services (UK), which is the current provider of billing software to the Local Authority. The software quote can be seen in Appendix 4. The cost comes to a total of £14,000 excluding VAT. The Local Authority has agreed to a maximum levy collection charge for £8,000 per annum to the BID. This will include Northgate software, billing, collection, enforcement, court costs, administration, management time, etc and spreads the cost of the software purchase across all five years.

Contingency 6% – this is based on the past performance of non-collection of payments from businesses, and also covers adjustments to the NNDR Local List.

BID renewal cost – During the final stages of the BID development, more accurate costs of these processes have become apparent. It is expected that a BID renewal cost will be much lower than originally anticipated. This cost is based on the current costs of developing the BID; much of the cost is related to staff time on development, research, analysis, meetings, etc. It is anticipated the BID Manager and Admin staff could pick up some of this time as part of their workload.

Detailed Cost Breakdown:

This is made up three main areas, expected BID Manager Costs, Office Costs and Professional Fees.

BID Manager costs: see above.

Office Costs: are made up of rent, furniture, IT equipment, stationary, postage, etc. It is possible that some of these items could be provided free of charge or at a peppercorn or reduced rate by businesses or stakeholders which would release more of the income to delivery of projects to meet objectives.

Professional Fees: These are expected professional fees from accountants, solicitors, membership of sector organisations, etc. The fees also include a cost for an independent evaluation survey to be carried out at the midway point and end of the BID term. This will help understand how the BID is performing and an indication as whether to seek a new BID term.

Appendix 4 – Billing Software Northgate Quote



To: Arun District Council The Arun Civic Centre Maltravers Road Littlehampton West Sussex BN17 5LF FAO: Iain Bell	QUOTE NUMBER 85233-FLF	Northgate Public Services (UK) Limited ("NPS") Queens Court, Wilmslow Road Alderley Edge, Cheshire SK9 7RR Tel: 01625 587111 Fax: 01625 587100
	DATE 1 st March 2016	

SOFTWARE		
Programs	Price (excl. VAT)	Payment Terms
Business Improvement District – BID Module	£8,000	On Order

SERVICES		
Type of Service	Price (excl. VAT)	Payment Terms
BIDs Implementation: <ul style="list-style-type: none"> • Technical Consultancy • Business Consultancy 	£4,000	On Order

SUPPORT AND MAINTENANCE			
Programs	Support Period	Support and Maintenance Fee (excl. VAT) per annum	Payment Terms
Business Improvement District – BID Module annual support & maintenance	Period of 1 year commencing on date of order ("Start Date")	£2,000	On Order

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